

## ORDER



**Orders**  
**Order / Rev:** 226176  
**Alt Order #:** 5039809  
**Product Desc:** \*Political \* Runoff \* 5/16-5/24 \*  
**Estimate:** 4771  
**Flight Dates:** 05/16/16 - 05/24/16  
**Original Date / Rev:** 05/13/16 / 05/13/16  
**Order Type:** GENERAL

**KFXV-TV**  
**Primary AE:** McAllen House  
**Sales Office:** H-EVC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB- Greer Margolis Mitchell Burns  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street NW Suite 100  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Gonzalez, Vicente for TX Congression  
**Demographic:** HH  
**Product Codes:** Candidates  
**Priority:** P-01  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:** 07/20/16  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/16	05/24/16	53	\$2,475.00	\$2,103.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2016	53	\$2,475.00	\$2,103.75	0.00
<b>Totals</b>	<b>53</b>	<b>\$2,475.00</b>	<b>\$2,103.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
McAllen House	H-EVC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KFXV	05/16/16	05/24/16	Daytime M-F Hour 3 Daytime M-F 11a-12p	CM	11a-12p	MTWTF--	:30	0	\$20.00	P-01	0.00	NM	5	\$100.00
				STEVE HARVEY											
N 2	KFXV	05/16/16	05/24/16	Daytime M-F Hour 4.1 Daytime M-F 12p-1230p	CM	12p-1230p	MTWTF--	:30	0	\$25.00	P-01	0.00	NM	6	\$150.00
				FAMILY FEUD											
N 3	KFXV	05/16/16	05/24/16	Daytime M-F Hour 4.2 Daytime M-F 1230p-1p	CM	1230p-1p	MTWTF--	:30	0	\$30.00	P-01	0.00	NM	6	\$180.00
				FAMILY FEUD											
N 4	KFXV	05/16/16	05/24/16	Daytime M-F Hour 6 Daytime M-F 2p-3p	CM	2p-3p	MTWTF--	:30	0	\$30.00	P-01	0.00	NM	6	\$180.00
				PEOPLE'S COURT											
N 5	KFXV	05/16/16	05/24/16	Early Fringe M-F Hour 2 Early Fringe M-F 4p-5p	CM	4p-5p	MTWTF--	:30	0	\$30.00	P-01	0.00	NM	6	\$180.00
				DR. OZ											
N 6	KFXV	05/16/16	05/23/16	Early Fringe M-F Hour 3 Early Fringe M-F 5p-5:30p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	0	\$60.00	P-01	0.00	NM	6	\$360.00
				TMZ											
N 7	KFXV	05/16/16	05/23/16	Early Fringe M-F Hour 3 Early Fringe M-F 5p-5:30p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	0	\$60.00	P-01	0.00	NM	6	\$360.00
				THE MIDDLE											
N 8	KFXV	05/16/16	05/23/16		CM	9p-930p	MTWTF--	:30	0	\$70.00	P-01	0.00	NM	4	\$280.00

Order / Rev: 226176  
 Alt Order #: 5039809  
 Flight Dates: 05/16/16 - 05/24/16

Advertiser: Gonzalez, Vicente for TX Congressional  
 Product Desc: \*Political \* Runoff \* 5/16-5/24 \*  
 Estimate: 4771

KFXV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late News M-F											
				Late News M-F 9p-930p											
FOX NEWS @ 9															
N 9	KFXV	05/16/16	05/23/16	M-F 930p-10p M-F 930p-10p	CM	930p-10p	MTWTF--	:30	0	\$45.00	P-01	0.00	NM	5	\$225.00
TWO & HALF MEN															
N 10	KFXV	05/16/16	05/23/16	Late Fringe M-F Hour 1. Late Fringe M-F 10p-1030p	CM	10p-1030p	MTWTF--	:30	0	\$50.00	P-01	0.00	NM	1	\$50.00
TWO & HALF MEN															
N 11	KFXV	05/17/16	05/17/16	Tue Prime A Tue Prime A 7p-8p	CM	7p-8p	-1-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
MEGYN KELLY SPECIAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/16/16		05/16/16	05/22/16	-1-----					1	\$400.00		0.00			
N 12	KFXV	05/22/16	05/22/16	Late Fringe Su Hour 1.1 Late Fringe Su 9p-930p	CM	9p-930p	-----1	:30	1	\$10.00	P-01	0.00	NM	1	\$10.00
TWO & HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/16/16		05/16/16	05/22/16	-----1					1	\$10.00		0.00			
													Totals	53	\$2,475.00

# New Order

Agency: GMMB  
Office: Washington  
Client: 283 - Vicente Gonzalez for Congress Committee  
Product: 301 - Candidate  
Piggyback Product:  
Estimate: 4771 - Vicente Gonzalez GM TV 5.17-5.24

Station: KFXV-TV  
Order Type: Normal  
Cancel Date:

Flight Start: 05/17/2016  
Flight End: 05/23/2016  
Hiatus:

Received in ePort: 5/11/2016 5:07:56 PM

Primary Demo:  
Demo 2:  
Demo 3:  
GRP: 0.00  
CPP: \$0.00  
GMP: 0  
CPM: \$0.00  
Comments: Separation: 30

Local/National: Local  
Rep Office: KFXV-TV  
AE: Rosie Perez-Jeanette  
Phone: 5039809  
OrderID: #226176  
Status: Pending Review

Airtime Dollars: \$1,980.00  
Interactive Dollars: \$0.00  
Non-Airtime Dollars: \$0.00  
Total Dollars: \$1,980.00  
Total Spots: 53  
MarketShare:

Approved on  
Attached email

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/17	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 11A-12A STEVE HARVEY	DT	\$20.00	C	30	5	5				
2	May-2015LP-Feb-2016LP TuWThFM 12P-1230P FAMILY FEUD	DT	\$25.00	C	30	6	6				
3	May-2015LP-Feb-2016LP TuWThFM 12:30P-1P FAMILY FEUD	DT	\$30.00	C	30	6	6				
4	May-2015LP-Feb-2016LP TuWThFM 2P-3P PEOPLE'S COURT	DT	\$30.00	C	30	6	6				
5	May-2015LP-Feb-2016LP TuWThFM 4P-5P DR OZ	EF	\$30.00	C	30	6	6				
6	May-2015LP-Feb-2016LP TuWThFM 5P-5:30P TMZ	EF	\$25.00	C	30	6	6				
7	May-2015LP-Feb-2016LP TuWThFM 5:30P-6P MIDDLE	EF	\$25.00	C	30	6	6				
	May-2015LP-Feb-2016LP										

\$160  
\$160

\$160  
\$160

# New Order (Page 2)

Agency: GMMB Station: KFXV-TV  
 Client: 283 - Vicente Gonzalez for Congress Committee Product: 301 - Candidate  
 Order ID: 5039809  
 Estimate: 4771 - Vicente Gonzalez GM TV  
 5.17-5.24

Flight Start: 05/17/2016 Flight End: 05/23/2016 Received in ePort: 5/11/2016 5:07:56 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/17	Total Spots	Rtg	CPP	Imp	CPM
8	TuWThFM 9P-9:30P FOX 2 NEWS	LN	\$70.00	C	30	4	4				
9	May-2015LP-Feb-2016LP TuWThFM 9:30P-10P TWO&amp; HALF MEN	LF	<del>\$30.00</del>	C	30	5	5				
10	May-2015LP-Feb-2016LP TuWThFM 10P-10:30P TWO &amp; HALF MEN	LF	\$50.00	C	30	1	1				
11	May-2015LP-Feb-2016LP Tu 7P-8P MEGYN KELLY SPECIAL	S	\$400.00	C	30	1	1				
12	May-2015LP-Feb-2016LP Su 9P-9:30P TWO&amp; HALF MN WK	LF	\$10.00	C	30	1	1				
Total Spots: 53						53					
Cash\$ - Spots: \$1,980.00 - 53 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$1,980.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00											

495.00  
 420.15 net



Rosie Perez &lt;rosieperez@entravision.com&gt;

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**EST 4771 Vicente Gonzalez for Congress 5/16-5/24**

8 messages

**Furman, Mike** <Mike.Furman@gmmb.com>

Wed, May 11, 2016 at 5:14 PM

To: Rosie Perez <rosieperez@entravision.com>, "Wurm, Matthew (CMG-REP)" <MWurm@coxreps.com>, "Ritzen, Shepard" <Shepard.Ritzen@katztvgroup.com>, "BROWN, FRANCESCA" <Fran.Brown@katztvgroup.com>, Lauren Rich <Lauren.Rich@nccmedia.com>, Meghan Hughes <Meghan.Hughes@nccmedia.com>, Jaryd Engberg <Jaryd.Engberg@nccmedia.com>, Chris Johnson <Chris.Johnson@nccmedia.com>

Hey all. Just sent orders through eport for EST 4771 Vicente Gonzalez for Congress 5/16-5/24(Rosie I put your name as the contact for KCWT and KFXV).

I know the orders say 5/17-5/23 but please note the following and make the changes on your end:

**ORDERS START MON 5/16 and run through TUE 5/24(5P cutoff).**

Please let me know if you need additional money to have the schedules run intact. I will let you know if I can add any/all money.

I have attached the NAB form as well. Traffic to follow(most likely tomorrow, but might be Friday).

Please confirm receipt of these orders and that you understand to start the orders on Mon 5/16.

Thanks!

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**Vicene Gonzalez NAB 2016 runoff.pdf**

251K

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**Rosie Perez** <rosieperez@entravision.com>  
To: "Furman, Mike" <Mike.Furman@gmmb.com>  
Cc: Jeannette Puig <jpuig@entravision.com>

Thu, May 12, 2016 at 11:12 AM

Mike,

Received both orders for KFXV-TV & KCWT-TV. Understand your instructions above. Will start on Monday 5/16 and will confirm in eport in a bit.

Will be on the lookout for traffic.  
Thanks.



**Rosie Perez**

National Sales Coordinator  
KFXV-TV & KCWT-TV  
801 N. Jackson Rd  
McAllen, TX 78501

**Office:** (956) 661-6011

**Cell:**

rosieperez@entravision.com

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[Quoted text hidden]

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**Furman, Mike** <Mike.Furman@gmmb.com>  
To: Rosie Perez <rosieperez@entravision.com>

Thu, May 12, 2016 at 11:13 AM

Perfect...thanks Rosie.

Are the rates ok?

**From:** Rosie Perez [mailto:rosieperez@entravision.com]  
**Sent:** Thursday, May 12, 2016 12:13 PM  
**To:** Furman, Mike  
**Cc:** Jeannette Puig  
**Subject:** Re: EST 4771 Vicente Gonzalez for Congress 5/16-5/24

Mike,

Received both orders for KFXV-TV & KCWT-TV. Understand your instructions above. Will start on Monday 5/16 and will confirm in report in a bit.

Will be on the lookout for traffic.

Thanks.

---

**Rosie Perez**

National Sales Coordinator  
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On Wed, May 11, 2016 at 5:14 PM, Furman, Mike <Mike.Furman@gmmb.com> wrote:

Hey all. Just sent orders through eport for EST 4771 Vicente Gonzalez for Congress 5/16-5/24(Rosie I put your name as the contact for KCWT and KFXV).

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---

**Furman, Mike** <Mike.Furman@gmmb.com>

Thu, May 12, 2016 at 3:41 PM

To: Rosie Perez <rosieperez@entravision.com>, "Wurm, Matthew (CMG-REP)" <MWurm@coxreps.com>, "Ritzen, Shepard" <Shepard.Ritzen@katztvgroup.com>, "BROWN, FRANCESCA" <Fran.Brown@katztvgroup.com>, Lauren Rich <Lauren.Rich@nccmedia.com>, Meghan Hughes <Meghan.Hughes@nccmedia.com>, Jaryd Engberg <Jaryd.Engberg@nccmedia.com>, Chris Johnson <Chris.Johnson@nccmedia.com>  
Cc: Patrick Wheat <Patrick.Wheat@nccmedia.com>, Alex Hayden <Alex.Hayden@nccmedia.com>

Traffic instructions attached...spot will arrive by tomorrow morning...thanks!

---

**From:** Furman, Mike

**Sent:** Wednesday, May 11, 2016 6:14 PM

**To:** Rosie Perez; 'Wurm, Matthew (CMG-REP)'; 'Ritzen, Shepard'; 'BROWN, FRANCESCA'; Lauren Rich; 'Meghan Hughes'; 'Jaryd Engberg'; Chris Johnson

**Subject:** EST 4771 Vicente Gonzalez for Congress 5/16-5/24

**Importance:** High

Hey all. Just sent orders through eport for EST 4771 Vicente Gonzalez for Congress 5/16-5/24(Rosie I put your name as the contact for KCWT and KFXV).

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**Vicente Gonzalez Traffic - Promesa Runoff 100% EL 30s only - 5.12.xls**

49K

**Rosie Perez** <rosieperez@entravision.com>  
To: "Furman, Mike" <Mike.Furman@gmmb.com>

Thu, May 12, 2016 at 5:36 PM

Mike,

Looking at the KFXV-TV order, I do have some concerns in three of the t/p's for clearance. Attached is a copy of the order with rates that will clear. I just saw you sent copy of the checks, so please advise how you want to proceed with these.

For KCWT-TV the Seinfeld's from 9p-10p are a bit low, but since there is only 1x purchased in each half hour, we should be fine.

Also, the separation of 30 min, although ok in most of the order where programs that are an hour were purchased, the 1/2 hour programs we would likely run into preempts (since we only get one break on most of these). Would like to know if we could do a 15 min SEP on both KFXV-TV & KCWT-TV orders?



**Rosie Perez**

National Sales Coordinator  
KFXV-TV & KCWT-TV  
801 N. Jackson Rd  
McAllen, TX 78501

Office: (956) 661-6011

Cell:

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[Quoted text hidden]



**Vicente Gonzalez Est4771 KFXV-TV.pdf**

98K

**Furman, Mike** <Mike.Furman@gmmb.com>  
To: Rosie Perez <rosieperez@entravision.com>

Fri, May 13, 2016 at 9:06 AM

So I owe you \$495 right?

If so I can add that...please confirm and I will get a check cut...thanks!

**From:** Rosie Perez [mailto:rosieperez@entravision.com]  
**Sent:** Thursday, May 12, 2016 6:36 PM  
**To:** Furman, Mike  
**Subject:** Re: EST 4771 Vincente Gonzalez for Congress 5/16-5/24

Mike,

Looking at the KFXV-TV order, I do have some concerns in three of the t/p's for clearance. Attached is a copy of the order with rates that will clear. I just saw you sent copy of the checks, so please advise how you want to proceed with these.

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[Quoted text hidden]

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**Rosie Perez** <rosieperez@entravision.com>  
To: "Furman, Mike" <Mike.Furman@gmmb.com>

Fri, May 13, 2016 at 10:30 AM

Mike,

Yes, that additional total is correct. Could you please send copy of check and revised order? Please also advise on the separation issue. If we can do 15 min sep, can I please ask to have it updated on both orders?  
Thanks.



**Rosie Perez**

National Sales Coordinator  
KFXV-TV & KCWT-TV  
801 N. Jackson Rd  
McAllen, TX 78501

**Office:** (956) 661-6011  
**Cell:**  
rosieperez@entravision.com

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you.

[Quoted text hidden]

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**Furman, Mike** <Mike.Furman@gmmb.com>  
To: Rosie Perez <rosieperez@entravision.com>

Fri, May 13, 2016 at 10:31 AM

Not sending revised orders...just add it in..i will cut a check this afternoon...thanks!

**From:** Rosie Perez [mailto:rosieperez@entravision.com]  
**Sent:** Friday, May 13, 2016 11:31 AM  
**To:** Furman, Mike  
**Subject:** Re: EST 4771 Vincente Gonzalez for Congress 5/16-5/24

Mike,

Yes, that additional total is correct. Could you please send copy of check and revised order? Please also advise on the separation issue. If we can do 15 min sep, can I please ask to have it updated on both orders?

Thanks.

[Quoted text hidden]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em;">KFXV-TV / KCWT-TV</span>	<b>Date:</b> <span style="font-size: 1.2em;">5/12/16</span>
--	--

I, Mike Furman - authorized Redington,  
 being/on behalf of: Vicente Gonzalez,  
 a legally qualified candidate of the Democratic  
 political party for the office of: TX CD 15  
 in the Runoff  
 election to be held on: 5/24/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			As ordered		

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Villate Benitez for Congress Committee

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lorena Saez Benitez

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

12/22/15

Date

[Signature]

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

BOB MACKAY

Printed Name

VP Sales.

Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Vilente Gonzalez for Congress Committee  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Mike Re - authorized rep. by

**signature of candidate or authorized committee**

Mike Fornan

**printed name**

12/22/10

**date**

**AGREED UPON SCHEDULE**

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		At	5:00-6:00		

**Attach proposed schedule with charges (if available):**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**